



PITTSBURGH HISTORY & LANDMARKS FOUNDATION

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January 10, 2011

Mr. Rick Gynan
Director, Center for Operations
Department of Community Economic Development
400 North Street – 4th Floor
Harrisburg, PA 17120

Dear Mr. Gynan:

Please accept this letter in support of the Keystone Marker Trust's (KMT) application for funding. We understand Preservation Pennsylvania is the KMT's partner in this grant request.

Our organization has as its mission to identify and save historically significant places; revitalize historic neighborhoods, towns and urban areas; preserve historic farms and historic designated landscapes; and educate people about the Pittsburgh region's rich architectural heritage.

With this mission, we have a deep interest in Pennsylvania's future. Pennsylvania needs to enhance tourism by marketing its unique places in an equally-unique way accessible to technology-savvy visitors, most of whom arrive by car. We see the program being established by the Keystone Marker Trust as an economical, long-lasting way to address this need while at the same time creating employment across the state.

A recent DCNR report written by renowned Urban Land Institute Senior Fellow Ed McMahon decried Pennsylvania's gateways as lacking in ways that negatively impact outside investment, tourism, and civic pride. Emblematic of this deficiency is our communities' ongoing loss of their most recognizable and distinctly Pennsylvania feature: the much-photographed, century-old keystone markers that once guarded all of their entrances.

The keystone markers were once the character-defining features of all of Pennsylvania's towns, river crossings, trails, etc. In the places where they remain, they are cherished elements of local fabric. Sadly, though many towns and civic groups have long sought to restore, refurbish, or replace their markers, the ability to do so has not existed for nearly 50 years.

At PennDOT's request, the Keystone Marker Trust has assumed responsibility for the marker program and has worked diligently to create a program that will:

- Use the markers to market Pennsylvania towns and attractions using an interactive website that is tied into Google Earth and mobile Ipod/Droid features. On-the-road

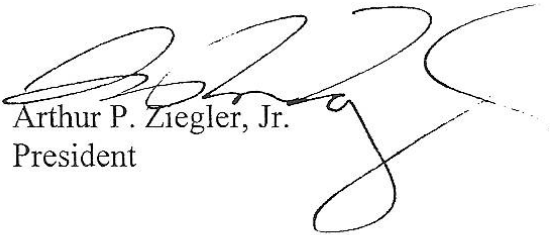
travelers will be able to find the markers closest to them at any given moment and click on an icon that will tell them about special events and attractions in that marker's town. Municipalities will be given access to update the information associated with their marker; and

- Promote community stewardship and civic pride through marker adoption. The KMT is developing an educational tool kit to use the markers to teach state and community history, among other things.

Production and installation of new markers, as well as repair of existing markers will be undertaken by Pennsylvania workers. Paints provided by Pittsburgh Paints and preservation and restoration services by Pennsylvania firms will generate employment in the near and long term.

The Keystone Marker Trust is seeking only modest support to augment the donations and volunteer labor they have marshaled from across the Commonwealth. We encourage your support of their program.

Sincerely,



Arthur P. Ziegler, Jr.
President